

Message Text

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TAGS: BEXP, FR

SUBJ: DEPARTMENT OF COMMERCE REGIONAL FSL SEMINARS
IN FY76

FOR COMMERCE BIC/OMP JOHN BATALLER

REFS: A. STATE A5901 B. BATALLER LETTER OF
SEPTEMBER 21,1975 TO BLODGETT

1. WE HAVE FOLLOWING COMMENTS ON AGENDA FOR HAGUE
SEMINAR (REF A) AND PARIS MINI-SEMINAR (REF B):
(A) ALTHOUGH ITEMS SUGGESTED BY EMBASSY PARIS
FOR INCLUSION IN HAGUE SEMINAR (PARIS 19490) WERE
NOT SPECIFICALLY PICKED UP IN AGENDA, WE GATHER
FROM COURSE MATERIAL FORWARDED TO PARIS PARTICIPANTS
THAT THERE WILL BE DISCUSSION OF NEWSLETTER, LIBRARY
OPERATIONS, MARKET RESEARCH AND STATE DEVELOPMENT
AGENCIES. WE URGE THAT THESE SUBJECTS BE GIVEN THO-
ROUGH AIRING AND THAT EFFORTS BE MADE TO EXCHANGE
IDEAS AMONG POSTS REPRESENTED ON OPTIMUM TECHNIQUES
IN THESE FIELDS.

(B) AS GENERAL OBSERVATION IT SEEMS TO US THAT NEITHER
HAGUE NOR PARIS AGENDAS ALLOW ENOUGH TIME FOR FIELD
PARTICIPANTS TO BRIEF WASHINGTON REPRESENTATIVES ON
PROBLEMS THEY ENCOUNTER IN THEIR DAY-TO-DAY RELATION-
SHIPS WITH EUROPEAN BUSINESS AND TECHNIQUES THEY EMPLOY
TO SOLVE THESE PROBLEMS. SINCE OUR SENIOR LOCALS IN
MANY CASES HAVE GREATER EXPERIENCE IN THESE MATTERS
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PAGE 02 PARIS 28598 031743Z

THAN THEIR OFFICERS BOTH IN WASHINGTON AND THE FIELD

WE BELIEVE THEY COULD MAKE USEFUL INPUT TO USDOC CONCEPTS AND TO CORRESPONDENCE COURSE CONTENT.

(C) WE THINK DECISION TO EXCLUDE NEWLY HIRED FSLs IN TRAINING SEMINARS OF THIS KIND TO HAVE BEEN UNFORTUNATE. WE FEEL SUCH EMPLOYEES HAVE MORE TO GAIN FROM SEMINARS THAN THEIR MORE EXPERIENCED COLLEAGUES..

(D) WE WERE STRUCK BY ITEM ON "SUCCESSFUL TRADE PROMOTION TECHNIQUES" SCHEDULED FOR TUESDAY AFTERNOON AT HAGUE SEMINAR. TECHNIQUES LISTED FOR DISCUSSION UNDER THAT HEADING ARE OF PARTICULARLY MARGINAL INTEREST TO EUROPEAN POSTS. WE HOPE THAT DISCUSSION WILL COVER MORE SIGNIFICANT TRADE PROMOTIONAL ACTIVITY SUCH AS DIRECT MAIL PTO SOLICITATIONS, MULTI-PURPOSE VISITS TO AGENTS AND DISTRIBUTORS, INTERVIEWS OF EXHIBITORS AT INTERNATIONAL TRADE SHOWS AND RECRUITMENT OF BSPs FOR US TRADE CENTERS.

(E) WE DO NOT PLAN TO BRING COMMERCIAL PROFESSIONALS FROM CONSTITUENT POSTS TO PARIS FOR NOVEMBER 24-25 SEMINAR BECAUSE, AS WASHINGTON WILL BE AWARE FROM PARIS 19336 WE HELD CONFERENCE ON FY 76 CCP AND RELATED MATTERS IN PARIS WITH CONSULAR PROFESSIONALS IN SEPTEMBER. IF THERE ARE TO BE FURTHER COMMERCE-SPONSORED SEMINARS FOR COMMERCIAL PROFESSIONALS IN EUROPE WE WILL ATTEMPT TO DOVETAIL THESE WITH OUR OWN CCP BRIEFING SESSIONS.
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